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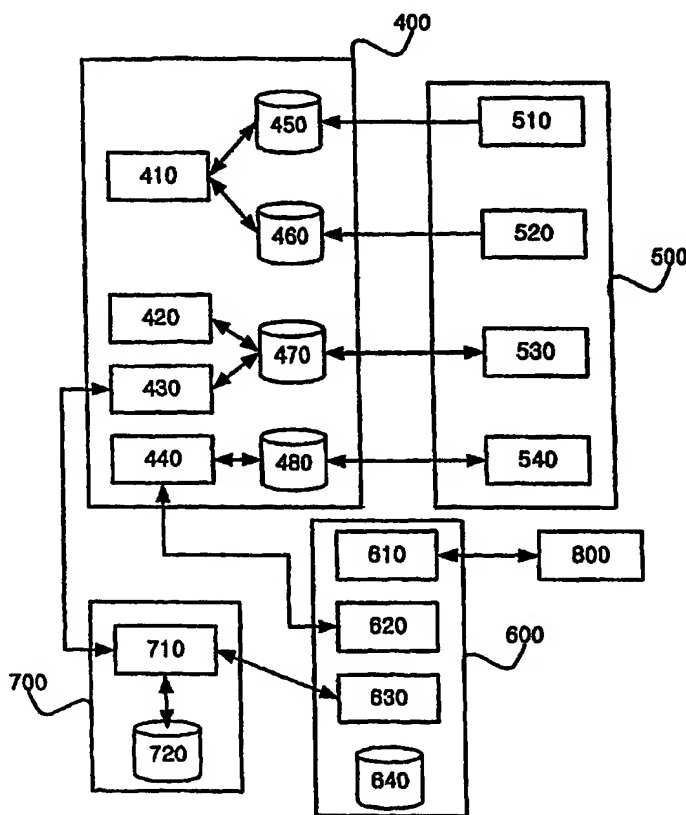
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(54) Title: SCHEDULING METHOD OF ADVERTISEMENT/BROADCASTING AND MANAGEMENT SYSTEM AND METHOD



(57) Abstract: A scheduling method of advertisement/ broadcasting of Integrated Broadcasting System based on network and a Centrally Controlled Management System using screen partition and a method thereof for control image transmitting of advertisement/broadcasting are disclosed. This invention interrupts broadcasting on playing now and broadcasts urgent broadcasting. After finish of urgent broadcasting interrupted and reserved broadcasting are transmitted again. This invention transmits various advertisement images through Internet in real time for optimal effects of advertisement, which is managed by a centrally control method. An Integrated Broadcasting System comprises a Content Distribution Server, a Traffic Management Server, a Security Server, a IBS Control Server, an IBS Administrator Interface, an IBS Terminal Server, a plurality of IBS Media Servers.



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